

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of the claims in the applications.

Listing of Claims:

Claim 1 (currently amended) A permission-based marketing organization and delivery system, comprising:

a computer network having at least one server;

a plurality of user interface applications allowing at least one user to engage said computer network and said at least one server;

a central database for storing advertising information-and, end user information, and a directory of content, the central database being coupled to said computer network; and

a plurality of additional database components, said "additional database components storing information to be accessed by said central database, wherein an end user can order content from the directory, and the end user permits promotional material and specifies which promotional material is to be included with content.

Claim 2 (canceled)

Claim 3 (currently amended) The system of claim [[2]] 1, wherein the central database includes editorial material related to the content.

Claim 4 (currently amended) The system of claim [[2]] 1, wherein the central database includes promotional material related to the content.

Claim 5 (currently amended) The system of claim [[2]] 1, wherein the central database includes tracking data related to audience response to the content.

Claim 6 (original) The system of claim 1, wherein the computer network includes at least one computer terminal connected to the at least one server, the at least one computer terminal facilitating the use of the plurality of user interface applications.

Claim 7 (original) The system of claim 1, further comprising a search engine, said search engine being coupled to said computer network.

Claim 8 (original) The system of claim 1, wherein said plurality of additional database components includes an orders database.

Claim 9 (original) The system of claim 1, wherein an end user is an additional computer network.

Claim 10 (currently amended) A method of integrating licensors and ~~licensees~~ end users of media and advertisers, the method comprising:

registering content and promotional material with a central database;
identifying common characteristics between content and promotional material; and
allowing an end user to order content and to permit promotional material and specify which promotional material is to be included with content.

Claim 11 (original) The method of claim 10, further comprising distributing performance data related to said content to licensors of content and to advertisers.

Claim 12 (canceled)

Claim 13 (currently amended) The method of claim 11, further comprising matching advertisers with licensors and ~~licensees~~ end users.

Claim 14 (currently amended) The method of claim ~~[[12]]~~ 10, further comprising delivering content and advertising to end users.

Claim 15 (original) The method of claim 10, further comprising providing a directory of content, editorial material related to the content, promotional material related to the content, and tracking data related to audience response to the content to the central database.

Claim 16 (original) The method of claim 10, further comprising providing a computer network including at least one computer terminal connected to at least one server.

Claim 17 (original) The method of claim 10, further comprising providing a search engine.

Claim 18 (original) The method of claim 10, further comprising providing plurality of additional database components, said plurality of additional database components including an orders database.

Claim 19 (original) The method of claim 15, further comprising providing a computer terminal connected to the at least one server, the computer terminal allowing a user to interface with said computer network.

Claim 20 (currently amended) A method of delivering content over a computer network, the method comprising:

identifying common characteristics between content and promotional material;

identifying common characteristics between the content and promotional material and an end user;

allowing the end user to order content and to permit promotional material and specify which promotional material is to be included with content; and

delivering content and advertising together in a common product.

Claim 21 (original) The method of claim 20, further comprising accepting registration of content, promotional materials and end users.

Claim 22 (currently amended) The method of claim 20, further comprising providing a computer network including at least one computer terminal connected to at least one server.

Claim 23 (original) The method of claim 20, further comprising providing a search engine.

Claim 24 (currently amended) The method of claim 20, further comprising ~~further comprising~~ providing plurality of additional database components, said plurality of additional database components including an orders database.

Claim 25 (original) The method of claim 20, further comprising providing a computer terminal connected to the at least one server, the computer terminal allowing a user to interface with said computer network.

Claim 26 (new) The system of claim 1 wherein if the end user permits promotional material, a subsidy from the included promotional material applies to the ordered content.

Claim 27 (new) The method of claim 10 wherein if the end user permits promotional material, a subsidy from the included promotional material applies to the ordered content.